K-LOVE serves me as a resident of a local community because it is a positive and encouraging station that promotes christian based music that sends an important message. It is uplifting to know that I can turn my radio to K-LOVE every morning and can hear positive messages from christian music artists. Listening to this station keeps my mood positive and keeps me on the right path. There are other listeners whose only outreach for support and prayer is K-LOVE, and without this station many would not know Christ. The service provided by K-LOVE is in the public interest because many have come to know Christ who may not have otherwise.